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A Sales Plan for Your Garden



Lee R. Bonnewitz
Van Wert, Ohio

Profitable Pleasure



GET real enjoyment from my Peony and Iris business, and as a rule I know that the majority of flower lovers are looking forward to the time when their garden will pay its own expenses, and many more to the time when they can establish a business from which they can derive both pleasure and a livelihood. I took up gardening in the first place as a health measure in order to force myself into God's great outdoors; then later my garden activities became a delightful hobby, and now that hobby has grown into a real business. The entire development has brought about a most interesting group of experiences in which both chance and experiment have been important factors, and the thought that others may profit by my experiences prompts me to publish this little booklet.

All flower growers can never hope to be successful in selling them. Certain qualifications are necessary for the proper foundation of even the smallest commercial garden. One should have a real love for flowers, an appreciation of their beauty, and a vision of their usefulness. It is the interest fostered by such an environment that makes the gardener careful about proper labeling, thorough cultivation and care, so important in making a garden venture a success. It is the person entering the game for purely commercial reasons that is apt to become careless on these important details. Then, too, if you have such a foundation, it will be natural and easy for you to cultivate the necessary sales ability and pass your enthusiasm on to the visitors in your garden, to result in sales for you and pleasure for them. I believe one should also have a plot of good soil, well drained and in full sun. The drainage is always important, and sunshine is the best agent to use in combating many of the gardeners' problems.

After the selection of your location, the accumulation of stock is the next important thing. How well I know from past experience what a slow, tedious task it is,—purchasing a few plants of a good Peony and increasing the stock by dividing and planting every third year. Of course it can be done, but this method requires time, patience, and a firm faith in the future. One of the big disadvantages of such a plan is that it is seldom possible to allow a plant to become established and yield representative bloom, for one is anxious to increase his stock and usually sacrifices the exhibition plant for its increase. And then, many, many times one will sacrifice an exhibition plant to fill the wants of an admiring purchaser because he does not have sufficient stock of the variety to fill the order.

I believe there is a bright future ahead for the person who will plant an exhibition garden and sell direct to visitors, allowing them to choose their plants from established specimens. It may take a little effort and some expense to let people know of your garden, but a good collection soon advertises itself, and visitors will come from far and near to see your display. The little expense of creating this interest is very much smaller than the great advertising expense required to advertise your business for sales by mail. During the period in which I was accumulating stock I have often wished I could sell the plants from well established specimens and allow a good, reliable grower to fill the orders. This would save the expense of accumulating and maintaining a large planting, the cost and expense of advertising, the intensive work of digging, dividing, packing and shipping on scheduled time to meet the customer's needs, and the cost of furnishing proper labels and packing facilities. Under such a plan one would need only a small garden of well established plants, and then purchase roots in quantity to meet the demands of sales. This is the ideal arrangement. It is sound theoretically, and I believe it is also practicable. At any rate, I am willing to assist anyone wishing to try out the plan. Nearly everyone on my mailing list has established plants from which they can make sales this season. If you wish to make a planting for an exhibition garden to give good bloom in 1927 and 1928, I will make up special collections to sell for \$25.00, \$50.00, \$75.00, \$100.00, and \$150.00, to make up a representative planting, and will send these lists to all who ask for them. The following price list can be used for immediate sales.

Rating	Variety	One Root Each	Three Roots Each	Five Roots Each	Ten Roots Each
7.4	ADMIRAL TOGO (Hollis)	\$ 2.00	\$ 1.50	\$ 1.25	\$ 1.00
8.7	ALBATRE (Crousse)	1.00	.85	.75	.50
8.6	ALBERT CROUSSE (Crousse)	1.00	.75	.60	.50
8.4	ALMA (Shaylor) Jap.	1.50	1.25	1.10	1.00
7.5	ARCHIE BRAND (Brand)	1.00	.85	.75	.60
..	ARLEQUIN (Dessert)	5.00	4.00	3.50	3.00
6.9	ARMANDINE MECHIN (Mechin)	1.50	1.25	1.00	.90
7.5	ATTRACTION (Hollis)	2.00	1.75	1.50	..
..	AUGUSTE DESSERT (Dessert)	6.00	5.00	4.50	4.00
7.2	AUNT ELLEN (Brand)	1.00	.75	.50	.40
8.0	AURORE (Dessert)	1.00	.75	.60	.50
8.7	AVALANCHE (Crousse)	1.00	.85	.75	.50
7.9	AVIATEUR REYMOND (Dessert)	2.00	1.75	1.50	1.25
..	BALL O'COTTON (Franklin)	12.50	10.00	9.00	..
..	BARON J. HULOT (Millet)	2.00	1.75	1.50	..

Lee R. Bonnewitz, Van Wert, Ohio

Rating	Variety	One Root Each	Three Roots Each	Five Roots Each	Ten Roots Each
9.0	BARONESS SCHROEDER (Kelway)	1.50	1.25	1.00	.90
8.7	BAYADERE (Lemoine)	4.00	3.50	3.00	2.50
7.9	BEAUTY'S MASK (Hollis)	2.00	1.75	1.50	1.25
7.5	BELISAIRE (Lemoine)	1.00	.80	.60
8.3	BRIDESMAID (Kelway)	1.00	.90	.60	.50
7.3	CAMILLE (Dessert) Single	1.00	.75	.60	.50
..	CANDEUR (Dessert)	4.00	3.50	3.00	2.50
7.7	CARNOT (Dessert) Single	1.00	.90	.75	.50
..	CECILIA KELWAY (Kelway)	2.00	1.50	1.25
7.2	CHARLES SEDGWICK MINOT (Richard- son)	2.00	1.75	1.50	1.25
8.4	CHESTINE GOWDY (Brand)	2.00	1.50	1.25
8.7	CLAIRE DUBOIS (Crousse)	1.50	1.25	1.00	.90
..	CLEMENCEAU (Dessert)	7.50	6.00	5.00	4.00
8.1	COURONNE D'OR (Calot)	1.00	.75	.60	.50
..	DAVID HARUM (Brand)	7.50	6.00	5.00	4.00
7.2	DE CANDOLLE (Crousse)	1.00	.75	.60	.50
7.7	DORCHESTER (Richardson)	1.00	.75	.60	.50
6.9	DR. BRETONNEAU (Guerin)	1.00	.60	.50	.40
8.1	DUCHESS DE NEMOURS (Calot)	1.00	.60	.50	.40
7.7	DUCHESS OF SUTHERLAND (Kelway) .	4.00	3.00	2.50	2.00
7.6	EDULIS SUPERBA (Lemon)	1.00	.60	.50	.40
..	EDWIN BOOTH (?)	2.50	2.00	1.75	1.50
7.4	EDWIN FORREST (Hollis)	2.50	2.00	1.75	1.50
7.2	ELLA CHRISTINE KELWAY (Kelway) . .	3.00	2.00	1.75	1.50
8.7	ELWOOD PLEAS (Pleas)	2.50	2.25	2.00	1.75
8.1	EMILE HOSTE (?)	2.00	1.50	1.25	1.00
7.7	ENCHANTMENT (Hollis)	1.00	.90	.75	.50
7.8	ESTAFETTE (Dessert)	1.50	1.40	1.25	1.00
8.0	ETTA (Terry)	1.00	.90	.75	.60
7.4	EUCHARIS (Lemoine)	1.50	1.25	1.00	.90
8.3	EUGENE VERDIER (Calot)	1.50	1.25	1.00	.90
8.6	EUGENIE VERDIER (Calot)	1.00	.90	.75	.50
8.1	EVENING GLOW (Hollis)	2.50	2.00	1.50
8.7	EXQUISITE (Kelway)	5.00	4.00	3.00	2.50
9.3	FESTIVA MAXIMA (Miellez)	1.00	.90	.75	.50
7.1	FLAMBEAU (Crousse)	1.50	1.25	1.00	.90
8.1	FLORENCE NIGHTINGALE (Brand) . . .	1.00	.90	.75	.50
8.3	FRAICHEAUR (Lemoine)	5.00	4.00	3.00	2.50
8.7	FRANCES SHAYLOR (Shaylor)	5.00	4.00	3.50	3.00
9.1	FRANCES WILLARD (Brand)	2.00	1.75	1.50	1.25
8.1	GALATHEE (Lemoine)	2.00	1.85	1.60	1.50
7.0	GEORGE WASHINGTON (Hollis)	1.50	1.25	1.00	.75
8.9	GEORGIANA SHAYLOR (Shaylor)	4.00	3.50	3.00	2.50
8.5	GERMAINE BIGOT (Dessert)	1.50	1.25	1.00	.75
8.8	GINETTE (Dessert)	2.50	2.00	1.75	1.50
7.7	GISELE (Lemoine)	1.50	1.25	1.00
8.8	GRANDIFLORA (Richardson)	1.50	1.25	1.00	.75
8.2	GROVER CLEVELAND (Terry)	1.50	1.25	1.00	.75

Lee R. Bonnewitz, Van Wert, Ohio

Rating	Variety	One Root Each	Three Roots Each	Five Roots Each	Ten Roots Each
7.7	H. A. HAGEN (Richardson)	2.00	1.75	1.50	1.25
..	HAKUSEKO (Jap)	1.50	1.25	1.00	.75
..	HANO NO SATO (Jap)	5.00	4.00	3.00	2.50
..	HAPPY DAY (Hollis)	1.50	1.25	1.00	.90
..	HARRIET BEECHER STOWE (Hollis)	7.50	5.00	4.50	4.00
8.2	HARRIET FARNSLEY (Brand)	2.00	1.75	1.50	1.25
7.9	HELEN WOLAVER (Brand)	2.00	1.75	1.50	1.25
..	HINODE SAKAI (Jap)	3.00	2.50	2.00
8.5	ISOLINE (Lemoine)	5.00	4.00	3.00
9.0	JAMES BOYD (ThurLOW)	7.00	6.00	5.00	4.50
8.7	JAMES KELWAY (Kelway)	1.50	1.25	1.00	.90
8.3	JEANNE GAUDICHAU (Millet)	2.00	1.75	1.50	1.25
8.1	JOHN RICHARDSON (Richardson)	2.00	1.75	1.50	1.25
8.9	JUBILEE (Pleas)	4.00	3.50	3.00	2.50
..	KAMA KURAKO (Jap)	1.00	.80	.60	.40
..	KAMENO KEROGAMA (Jap)	2.00	1.50	1.25	1.00
8.8	KARL ROSENFELD (Rosenfield)	1.50	1.00	.90	.75
..	KELWAY'S FALSE QUEEN (Kelway)	1.50	1.00	.90	.75
9.8	KELWAY'S GLORIOUS (Kelway)	15.00	12.50	10.00
..	KELWAY'S WILD ROSE (Kelway)	1.00	.90	.75	.60
..	KINO KIMO (Jap)	2.00	1.50	1.25	1.00
..	KUMAGOE (Jap)	1.00	.90	.75	.60
6.8	LA COQUETTE (Guerin)	1.00	.90	.75	.50
7.8	LA FAYETTE (Dessert)	1.50	1.25	1.00	.90
8.4	LA FIANCEE (Dessert) Single	1.50	1.25	1.00
8.6	LA FIANCEE (Lemoine)	2.00	1.75	1.50	1.25
6.9	LA FONTAINE (Dessert)	2.00	1.75	1.50	1.25
8.0	LA FRAICHEUR (Dessert) Single	1.50	1.25	1.00	.90
9.0	LA FRANCE (Lemoine)	4.00	3.50	3.25	3.00
8.5	LA PERLE (Crousse)	1.00	.90	.75	.50
8.3	LA ROSIERE (Crousse)	1.00	.75	.50	.40
..	LA VOLUPTUESE (?)	2.00	1.75	1.50	1.25
9.1	LADY ALEXANDRA DUFF (Kelway)	3.00	2.75	2.50	2.25
7.8	LADY BERESFORD (Kelway)	2.00	1.50	1.25	1.00
7.0	LADY CARRINGTON (Kelway)	2.00	1.50	1.25	1.00
8.6	LADY EMILY (Pleas)	2.00	1.50	1.25	1.00
7.3	LADY GWENDOLEN CECIL (Kelway)	2.00	1.50	1.25	1.00
8.3	LAMARTINE (Calot)	1.00	.90	.75	.60
9.9	LE CYGNE (Lemoine)	8.00	7.50	7.00
..	L'ETINCELANTE (?)	1.50	1.25	1.00	.90
..	LILLIAN GUMM (Gumm)	5.00	4.00	3.00	2.50
7.0	LITTLE SWEETHEART (Brand)	1.00	.75	.50	.35
8.1	LIVINGSTONE (Crousse)	1.00	.75	.50	.35
9.0	LONGFELLOW (Brand)	3.00	2.85	2.60	2.50
8.4	LORA DEXHEIMER (Brand)	2.00	1.75	1.50	1.40
8.8	LOVELINESS (Hollis)	2.50	2.25	2.00
8.2	LUCIENNE (Dessert) Single	1.00	.75	.50
8.1	LUCY E. HOLLIS (Hollis)	2.00	1.75	1.50	1.25
8.4	LUETTA PFEIFFER (Brand)	10.00	9.00	8.00	7.00

Lee R. Bonnewitz, Van Wert, Ohio

Rating	Variety	One Root Each	Three Roots Each	Five Roots Each	Ten Roots Each
..	MABEL L. FRANKLIN (Franklin)	7.00	6.50	6.00	5.00
8.5	MADELEINE GAUTHIER (Dessert) Single	1.50	1.25	1.00	..
..	MAFEKING (Kelway) Single	2.00	1.75	1.50	1.25
..	MAGNIFICENCE (Kelway) Jap	2.00	1.75	1.50	1.25
8.2	MARCELLE DESSERT (Dessert)	1.50	1.25	1.00	.90
8.5	MARGUERITE DESSERT (Dessert) Single	3.00	2.50	2.25	..
8.6	MARGUERITE GAUDICHAU (Millet) ..	3.00	2.50	2.25	2.00
8.4	MARGUERITE GERARD (Crousse)	1.00	.80	.60	.50
8.9	MARIE CROUSSE (Crousse)	1.50	1.25	1.00	.90
6.9	MARIE HOUILLON (Calot)	1.25	1.00	.90	.75



M. MARTIN CAHUZAC

8.3	MARIE JACQUIN (Verdier)	1.00	.90	.75	.50
8.0	MARQUIS C. LAGERGREN (Dessert) ..	1.50	1.25	1.00	.90
7.8	MODELE DE PERFECTION (Crousse) ..	1.50	1.25	1.00	.90
7.8	MODESTE GUERIN (Guerin)	1.00	.80	.60	.40
8.8	MONSIEUR MARTIN CAHUZAC (Dessert)	2.00	1.80	1.60	..
9.9	MRS. EDWARD HARDING (Shaylor) ...	25.00	22.50	20.00	17.50
9.1	MARTHA BULLOCH (Brand)	7.50	7.00	6.50	6.00
8.7	MARY BRAND (Brand)	2.00	1.75	1.50	1.25
8.5	MIDSUMMER NIGHT'S DREAM (Pleas)	2.00	1.75	1.50	1.25
8.6	MIKADO (Barr) Jap	2.50	2.25	2.00	1.75
7.6	MILES STANDISH (Hollis)	1.00	.75	.50	.40
8.7	MIGNON (Lemoine)	3.50	3.25	3.00	..
7.3	MISTRAL (Dessert) Single	1.00	.75	.50	..
8.0	MLLE. JEANNE RIVIERE (Riviere)	2.00	1.75	1.50	1.25

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Rating	Variety	One Root Each	Three Roots Each	Five Roots Each	Ten Roots Each
..	MRS. JOHN M. LEWIS (?)	5.00	4.00	3.00	2.50
..	MRS. M. P. CLOUGH (?)	5.00	4.50	4.00	3.50
..	MRS. SHAYLOR FORCE (?)	12.50	11.00	10.00	..
8.6	MADAME AUGUSTE DESSERT (Dessert)	2.00	1.75	1.50	..
8.0	MADAME BENOIT RIVIERE (Riviere)	3.00	2.50	2.00	1.75
7.7	MADAME DE VATRY (Guerin)	1.00	.75	.50	.40
7.9	MADAME DE VERNEVILLE (Crousse)	1.00	.75	.50	.40
8.2	MADAME D. TREYERAN (Dessert)	2.00	1.75	1.50	1.25
8.5	MADAME EMILE GALLE (Crousse)	1.00	.75	.50	.40
8.9	MADAME EMILE LEMOINE (Lemoine)	2.00	1.50	1.25	1.00
..	MADAME FRANCOIS TOSCANELLI (Riviere)	2.50	2.25	2.00	..
8.8	MADAME GAUDICHAU (Millet)	7.50	6.50	6.00	5.50
7.9	MADAME GEISSLER (Crousse)	1.00	.80	.60	..
9.4	MADAME JULES DESSERT (Dessert)	2.50	2.25	2.00	..
8.0	MADAME MANCHET (Dessert)	2.50	2.25	2.00	..
..	NELLIE (Kelway) Single	2.50	2.00	1.75	1.50
7.6	NORFOLK (Richardson)	1.00	.75	.50	.40
9.1	NYMPHAEA (Thurlow)	5.00	4.50	4.00	3.50
8.5	OCTAVIE DEMAY (Calot)	1.00	.75	.50	.40
..	O FUGI (Jap)	1.00	.75	.50	.40
8.5	OPAL (Pleas)	2.50	2.25	2.00	1.75
..	OPAL IRIS (Pleas)	2.50	2.00	1.50	1.25
..	OTHELLO (Lemoine)	2.00	1.75	1.50	1.25
..	OTHELLO (Dessert)	1.50	1.25	1.00	.90
8.0	PASTEUR (Crousse)	1.50	1.35	1.25	..
8.0	PERFECTION (Richardson)	1.25	1.00	.75	.60
..	PERRETTE (Dessert)	5.00	4.50	4.00	3.50
6.9	PETITE RENEE (Dessert)	1.25	1.00	.75	.60
9.2	PHILIPPE RIVOIRE (Riviere)	15.00	12.50	10.00	9.00
8.8	PHOEBE CAREY (Brand)	4.00	3.50	3.00	2.75
7.6	PIERRE REIGNOUX (Dessert)	2.00	1.50	1.25	..
..	POETE F. MISTRAL (?)	3.00	2.50	2.00	1.75
8.7	PRESIDENT TAFT (Calot)	2.00	1.75	1.50	1.25
8.6	PRIMEVERE (Lemoine)	2.50	2.25	2.00	1.75
7.2	PRINCESSE MATHILDE (Dessert) Single	1.00	.75	.50	.40
8.4	RACHEL (Lemoine)	3.50	3.25	3.00	..
7.9	RACHEL (Terry)	1.25	1.00	.75	.60
..	RARE BROCADE (Jap)	3.00	2.50	2.00	1.75
8.7	REINE HORTENSE (Calot) Syn. PRESIDENT TAFT	2.00	1.75	1.50	1.25
..	RENEE MARIE (Dessert)	5.00	4.50	4.00	3.50
8.8	RICHARD CARVEL (Brand)	2.50	2.25	2.00	1.75
9.0	ROSA BONHEUR (Dessert)	5.00	4.00	3.50	3.00
7.8	R. P. WHITFIELD (Richardson)	1.50	1.25	1.00	.90
8.1	RUTH BRAND (Brand)	1.50	1.25	1.00	.75
9.0	SARAH BERNHARDT (Lemoine)	2.00	1.75	1.50	1.25
9.1	SECRETARY FEWKES (Shaylor)	5.00	4.50	4.00	..
..	SEIRIU SOMAE (Jap)	2.50	2.00	1.75	1.50
9.7	SOLANGE (Lemoine)	3.50	3.00	2.50	..

Lee R. Bonnewitz, Van Wert, Ohio

Rating	Variety	One Root Each	Three Roots Each	Five Roots Each	Ten Roots Each
...	SOPS OF WINE (Secor)	4.00	3.50	3.00	2.50
7.6	SOUVENIR DE FRANCOIS RUITTON (Riviere)	3.00	2.50	2.25	2.00
8.8	SOUVENIR DE LOUIS BIGOT (Dessert)	4.00	3.50	3.00	...
...	STRASSBURG (Goos & Koenemann)	2.00	1.75	1.50	...
7.7	SULLY PRUDHOMME (Crousse)	1.00	.80	.60	.50
8.0	SUZETTE (Dessert)	3.00	2.50	2.00	...
...	TAGO NO TSUKI (Jap)	1.00	.80	.60	.50
8.3	THE GEM (Pleas)	2.00	1.75	1.50	1.25
9.8	THERESE (Dessert)	3.00	2.50	2.25	2.00
9.4	TOURANGELLE (Dessert)	2.50	2.25	2.00	1.75
8.3	TRAGEDY (Hollis)	2.50	2.25	2.00	1.75
7.4	UMBELLATA ROSEA (Dessert)	1.00	.75	.50	.40
...	VENISE, Single	1.00	.80	.60	.50
7.6	VESUVE (Dessert) Single	1.00	.80	.60	.50
7.6	VIRGINIE (Calot)	1.00	.80	.60	.50
8.0	WALTER MORGAN (Pleas)	1.50	1.25	1.00	.90
9.3	WALTER FAXON (Richardson)	4.00	3.75	3.50	3.00
7.9	WELCOME GUEST (Hollis)	1.50	1.25	1.00	.90
...	W. F. CHRISTMAN (Franklin)	6.00	5.00	4.50	4.00
...	WHITE JAPANESE	1.00	.75	.50	.40
8.0	WIESBADEN (Goos & Koenemann)	2.50	2.25	2.00	...
...	ZEST (Hollis)	2.50	2.00	1.50	...

(This is only a partial list of the varieties in my collection. If you are interested in other varieties write me as I may be able to make special quantity prices on them.)

All plants furnished will have two eyes. The terms will be cash with order, shipment to be made after September 15th by express, at purchaser's expense.

LEE R. BONNEWITZ,

May 29, 1925.

Van Wert, Ohio.

This same plan can be applied to Irises. If you are interested I will be glad to mail you my Quantity Iris List.